

ADLPartner: €28.3 MILLION IN NET SALES FOR THE FIRST QUARTER OF 2014

Paris, 29 April 2014 (5:45 pm) – ADLPartner recorded a gross sales volumeⁱ of €68.4 million for the first quarter of 2014, down 2.8% compared with the same period in 2013, with net salesⁱⁱ dropping 3.1% to €28.3 million.

In an economic environment marked by the volatility of consumption, ADLPartner has continued to optimize its prospecting campaigns in favor of open-ended subscriptions based on partnerships, with this business more resilient and offering stronger added value.

The open-ended subscription range recorded a limited contraction in its gross sales volume, down 1.8%, with its net sales stable. Alongside this, ADLPartner has continued to develop its new digital marketing activities.

Consolidated data

At 31 March	2014	2013	Change
Active open-ended subscriptions (units)	2,958,209	3,071,642	- 3.7 %
France	2,798,251	2,881,085	- 2.9 %
Spain	159,958	190,557	- 16.1 %
Gross sales volume (€ million)	68.4	70.4	- 2.8 %
France	66.3	68.1	- 2.6 %
Spain	2.0	2.2	- 9.1 %
Net sales (€ million)	28.3	29.2	- 3.1 %
France	27.1	28.0	- 3.2 %
Spain	1.2	1.2	-

Change in the product mix

At 31 March	2014	2013	Change
Gross sales volume (€ million)	68.4	70.4	- 2.8 %
Open-ended subscriptions	48.8	49.7	- 1.8 %
Fixed-term subscriptions	12.5	12.9	- 3.1 %
Books, merchandise, audio and video	6.1	6.9	- 11.6 %
Other	0.9	0.9	-
Net sales (€ million)	28.3	29.2	- 3.1 %
Open-ended subscriptions	16.7	16.7	-
Fixed-term subscriptions	5.7	6.0	- 5.0 %
Books, merchandise, audio and video	5.1	5.8	- 12.1 %
Other	0.8	0.8	-

Outlook

ADLPartner is continuing to move forward with its value creation strategy, focusing on generating value through its know-how on new media. The actions taken are also supporting the development of new drivers in digital marketing.

Next date: general meeting on 13 June 2014

Company information

As a specialist in relational marketing, ADLPartner designs, markets and implements customer relation management and loyalty services on its own behalf or on behalf of its major partners (banks, retailers, services, e-commerce, etc.).

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ⁱ Gross sales volume represents the value of subscriptions and other products sold.

ⁱⁱ Net sales (determined in line with the French professional status for subscription sales) only include the amount of compensation paid by magazine publishers; for subscription sales, net sales therefore correspond to a gross margin, deducting the cost of magazines sold from the amount of sales recorded.